

frankie magazine

specifications  
2012

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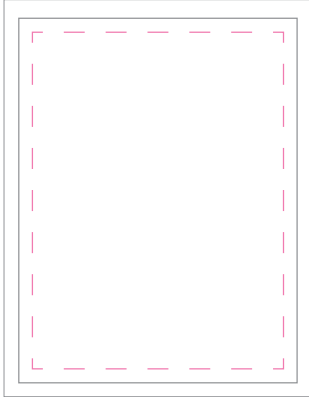
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# PRINT PAGE SPECIFICATIONS

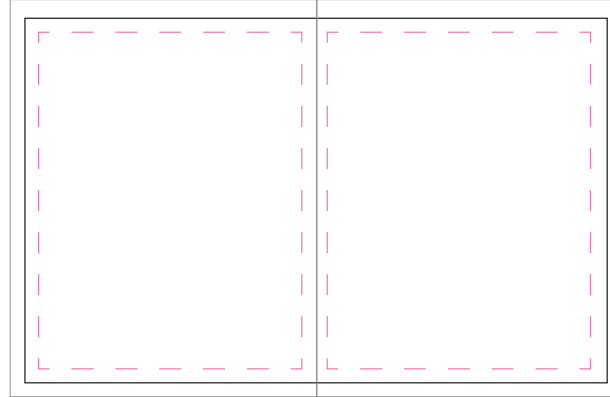
## **FULL PAGE**

trim size: w 210 mm x h 275 mm  
bleed size: w 220 mm x h 285 mm  
type size: w 190 mm x h 255 mm



## **DOUBLE PAGE**

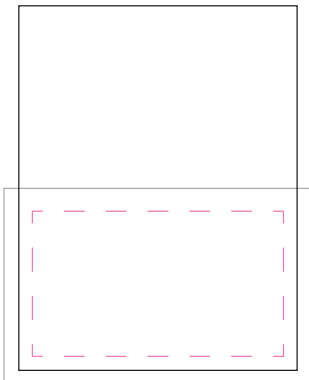
trim size: w 420 mm x h 275 mm  
bleed size: w 430 mm x h 285 mm  
type size: w 400 mm x h 255 mm



please supply as  
two single PDF's

## **HALF PAGE HORIZONTAL**

trim size: w 210 mm x h 136 mm  
bleed size: w 220 mm x h 146 mm  
type size: w 190 mm x h 116 mm



It's best to keep type and logos within  
10 mm of the trim lines.

### **for assistance please contact:**

bree higgerson

**ad co-ordinator**

tel 07 5520 9128

bree@frankiepress.com.au

# MATERIAL SPECIFICATIONS

## general requirements for all pdf advertisements

- Hi-resolution 300dpi
- CMYK Colour Space (not RGB, Pantone, etc)
- Acrobat Distilled files only
- Must have registration/crop marks
- Must be centred on page
- Double-page Spreads need to be supplied as two single-page PDFs.
- Document Size is to be set to Trim Size of Magazine
- Allow for 5mm Bleed all round and work within a minimum of 10mm Type Area in from trim
- Maximum ink weight density of 280% (eg: Any CMYK combination on page cannot be more than this amount). Please see attached ICC profile.
- frankie press will only accept responsibility of the final colour reproduction when a 3DAP digital colour proof is supplied for the printer to match to (for more info visit [www.3dap.com.au](http://www.3dap.com.au))

## quickcut

Quickcut® is our preferred method for receiving your ad material and has become the industry standard for sending and receiving artwork. The Quickcut® service is available to you via [www.quicksend.net.au](http://www.quicksend.net.au) or 02 9938 7500 (Quickcut® fees apply).

## ftp site details

**SITE ADDRESS:**  
<ftp.morrisonmedia.com.au>  
**USER NAME:** mmpuser  
**PASSWORD:** gh6433z

Please make sure you use an ftp client (we recommend FileZilla: [filezilla-project.org](http://filezilla-project.org)).

Place your file in the 'Inbox'. Access will be denied if attempted to load the ad into any other folder.

**Please also email YOUR AD-CO** once you have put your file in the Inbox and IT WILL BE retrieved ASAP.

## MATERIAL SPECIFICATIONS (contd.)

### alternative ad send methods

**Please be aware that additional charges apply to all ads not supplied VIA QuickCut.**

Suppliers of advertising files are responsible for the accuracy of their files prior to sending them to frankie press. Charges as outlined below will apply to files which have been prepared or supplied incorrectly. Production Costs quoted are ex. GST and are in addition to Advertising Space Cost.

EMAIL/FTP/YOUSENDIT/CD OR DVD –  
*ON MACINTOSH FORMATTED CD/DVD*  
**\$90 Processing Fee (\$40 per part page)**

This fee is charged if your PDF is sent to us via the above-mentioned formats and not Quickcut®. Quickcut® checks your PDF and fixes any errors or problems before it is sent to us.

The Production Fee covers any fees that are incurred for when the Production Team needs to preflight/download your PDF and to ensure that it's ready for print.

### some other things

#### REPEATING AN AD

We will repeat your ad from a previous issue for no extra charge. However, if you want to repeat an ad and make some changes to it, a \$80 per hour fee applies.

#### LATE ADS

Ads that are supplied after the material deadline require special processing and may incur an additional late fee of \$100 per ad.

#### RESUPPLYING OF MATERIAL

If you need to resupply material after you have already submitted it, this also **may incur additional fees of \$90 per page or \$40 part page.**

### need your ad created?

**If you don't have a designer and need your ad designed, that's no problem at all.**

One of our designers will happily create your advert for you. All we ask for is the following:

- High Resolution (300dpi) images/logos.
- The text you want in your ad.
- A brief with as much direction as you can. Even a simple drawing, faxed to us, provides a good starting point for a collaboration between yourself and frankie press's design team. And if you have no idea what you want, that's fine, we will use our creative flair to deliver an effective solution.

## HELPFUL HINTS AND TIPS

### total ink weights

**We have a maximum ink weight of 280%.** If your pdf has ink weights over 280% you will need to resupply, as our printers don't accept this. Attached to this zip file is the ICC Profile you will need to use.

Not sure how to load the ICC Profile? no Problems here's how...

#### **ON A MAC?**

Place the icc profile in – HD / Library / Application Support / Adobe / Color / Profiles / Recommended.

#### **ON A PC?**

Place the profile on to the desktop then right click and select Install Profile.

Once added, go to Photoshop. To change the profile go to – Edit / Convert to Profile / Change the Profile to be the ICC profile you just added.

### blacks

First, if you are designing your ad in Adobe Indesign, PLEASE CREATE A NEW BLACK SWATCH OF 100% BLACK. The black that is standard with Indesign is the devil. It will automatically read as a spot colour when we do a preflight and also has a nasty habit of setting text to Overprint when it's not meant to be. If you are using black in both your text or design we prefer the black to be a break-up of 100% black only. The reason we prefer this is if the plates don't line up you will get a slight glow around your black. This is mainly in text though.

**If you wish to use a rich black, the break-up we recommend is as follows;**

**C=60**

**M=40**

**Y=40**

**B=100**

NOTE: TOTAL INK WEIGHTS MUST NOT BE MORE THAN 280%.

### cmym

**WE PRINT IN CMYK COLOUR SPACE.**

Therefore we can't accept artwork with RGB or Spot Colour. You will need to convert these to CMYK before adding to your artwork. (See Total Ink Weights to change it to our ICC Profile.)

**Please note: If we need to convert these for you, a fee may be incurred.**

## HELPFUL HINTS AND TIPS (contd.)

### overprinting

#### **WHAT IS IT?**

Overprinting is when inks are printed on top of each other. This can be used to create additional colors, special effects, and silhouettes. Typically, when you produce separations from a document with overlapping objects, the top objects knock out any colors beneath them on the other separations; overprinting leaves the background colors so that all of the inks for the overlapping objects print in the final piece. **We recommend you make sure Overprint is turned off. You do this by going to Window / Attributes and unflag 'overprint' if it is flagged.**

### output preview

Your PDF can look great on screen, but then you get that phone call from us to say that there is Ink Weights over our maximum limit, rich black text, overprinting, etc in your ad! Here is a simple process to check your ad is correct before sending it to us using Adobe Acrobat.

First, open up your PDF that you have created in Adobe Acrobat. Depending on which version of Acrobat you have, the following instructions will differ slightly.

#### **IF YOU HAVE ADOBE ACROBAT 7**

Go to Advanced / Output Preview

#### **IF YOU HAVE ADOBE ACROBAT 8 OR ADOBE ACROBAT 9**

Go to Advanced / Print Production / Output Preview

Once you have this open, hover over the area you want a reading from and you will see the break-up of colours in the 'Separations' area. If you flag the Total Area Coverage and type 280 in the %, this will then show you any blacks that are over our maximum ink weight.

#### **for assistance please contact:**

bree higgerson

**ad co-ordinator**

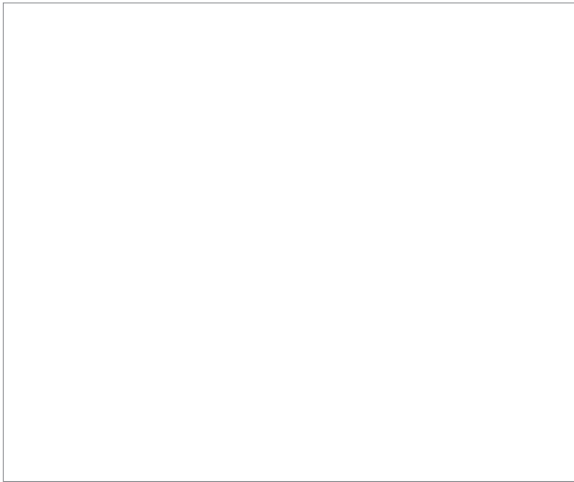
tel 07 5520 9128

bree@frankiepress.com.au

# WEB SPECIFICATIONS - [www.frankie.com.au](http://www.frankie.com.au)

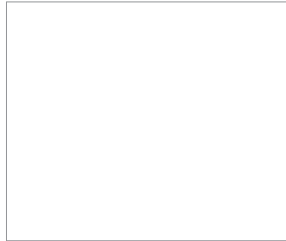
## MEDIUM RECTANGLE

300 pixel x 250 pixel  
max size:  
30 kb for flash  
20 kb for gif/jpeg



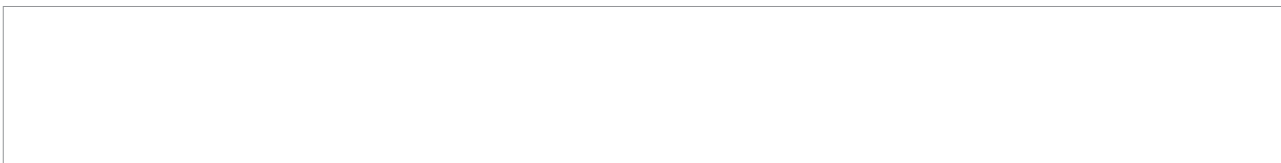
## SMALL RECTANGLE

150 pixel x 125 pixel  
max size:  
30 kb for flash  
20 kb for gif/jpeg



## LEADERBOARD

728 pixel x 90 pixel  
max size:  
30 kb for flash  
20 kb for gif/jpeg



## **BACK UP CREATIVE**

If you have supplied a Flash file and wish to have a fallback option for devices which do not support Flash, please supply a jpeg/gif version in addition to your Flash file

## **SPECIAL INSTRUCTIONS FOR FLASH CREATIVE**

To track clicks from your flash ads the following code must be inserted into the button within your flash creative.

tracking method:  
on (release) {  
getURL (\_level0.clickTAG, "\_blank"); }

This must be defined as being on a button instance. The clicktag variable is case-sensitive and must be specified as "clickTAG"

## **for assistance please contact:**

vanessa satchwell  
**advertising & marketing co-ordinator**  
07 5520 9162  
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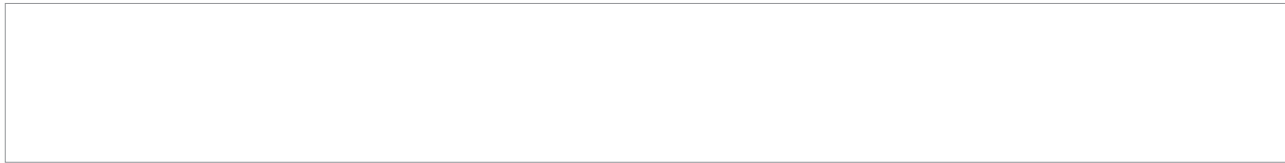
# E-NEWSLETTER SPECIFICATIONS

## **LEADERBOARD**

728 pixel x 90 pixel

max size:

20 kb for gif/jpeg

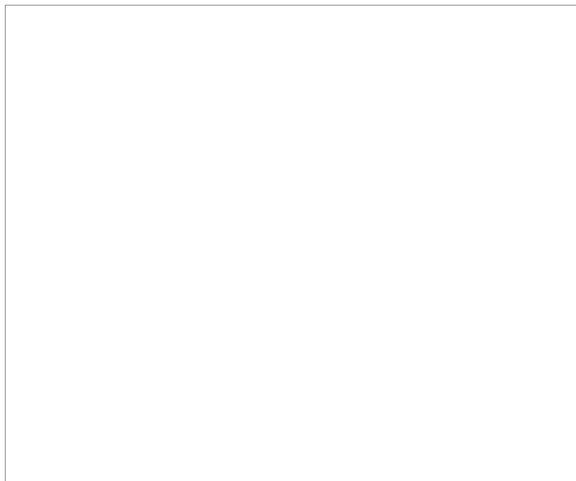


## **MEDIUM RECTANGLE**

300 pixel x 250 pixel

max size:

20 kb for gif/jpeg



PLEASE NOTE: OUR  
E-NEWSLETTER DOES  
NOT SUPPORT FLASH  
OR HTML FILES

**for assistance please contact:**  
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frankie magazine

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